

ABSTRAK

Arief Setyo Wibowo

**Analisis Pengaruh Bauran Pemasaran terhadap Sikap Pemanfaatan Ruang Rawat Inap
Balai Kesehatan Paru Masyarakat Wilayah Semarang
xvii + 90 halaman + 28 tabel + 7 gambar + 31 lampiran**

Balai Kesehatan Paru Masyarakat Wilayah Semarang sebagai pelayanan kesehatan strata kedua telah melakukan beberapa kegiatan yang merupakan komponen bauran pemasaran, tetapi indikator pelayanan ruang rawat inap tidak sesuai dengan yang diharapkan, angka kunjungan pasien masih rendah, BOR, LOS, BTO masih rendah, TOI tinggi dengan rata-rata kunjungan lebih besar adalah kunjungan pasien lama. Tujuan penelitian ini untuk mengetahui pengaruh bauran pemasaran terhadap sikap pemanfaatan ruang rawat inap BKPM Wilayah Semarang.

Jenis penelitian observasional dengan metode survey yang dilakukan secara *cross sectional*. Populasi penelitian adalah pasien suatu bulan dari rerata satu tahun (N=40). Teknik pengambilan sampel menggunakan *tabel Krejcie-Morgan* didapatkan n=36 responden. Pengumpulan data dengan wawancara menggunakan kuesioner terstruktur. Variabel penelitian yaitu *product*, *price*, *place*, *people*, *promotion* dan sikap pemanfaatan ruang rawat inap. Analisis data dengan metode univariat, bivariat dengan *uji Chi Square* dan multivariat dengan uji analisa regresi logistik program SPSS.

Berdasarkan hasil penelitian diketahui penilaian baik terhadap *product* sebesar (61.1%) , penilaian baik terhadap *price* sebesar (66.7%), penilaian baik terhadap *place* sebesar (55.6%), penilaian baik terhadap *people* sebesar (52.8%), penilaian baik terhadap *promotion* sebesar (52.8%), responden yang memiliki sikap pemanfaatan positif sebesar (69,4%). Hasil penelitian menunjukkan ada hubungan yang bermakna antara *product* ($p=0.010$), *price* ($p=0.001$), *place* ($p=0.034$), *people* ($p=0.006$) dengan sikap pemanfaatan ruang rawat inap dan tidak ada hubungan yang bermakna antara *promotion* ($p= 0.191$) dengan sikap pemanfaatan ruang rawat inap. Hasil penelitian menunjukkan variabel yang berpengaruh atau menjadi prediktor sikap pemanfaatan ruang rawat inap sesuai urutan pengaruh adalah *price* (Exp (B) = 30,313), *promotion* (Exp (B) = 7,972) dan *product* (Exp (B) = 4,430)

Kata Kunci : Bauran Pemasaran, Sikap Pemanfaatan, Ruang rawat inap, Balai Kesehatan Paru Masyarakat Wilayah Semarang

Referensi : 1968 – 2014

ABSTRACT

Arief Setyo Wibowo

**Influence Analysis of Marketing Mix towards Attitude of Inpatient Room Utilisation at Public Lung Health Centre in Work Area of Semarang
xvii + 90 pages + 28 tables + 7 figures + 31 enclosures**

Public Lung Health Centre (PLHC) of Semarang work area as a second level of health services had conducted some activities of marketing mix components. However, indicators of inpatient services were not in accordance with a target. In addition, visit rate of patients, BOR, LOS, and BTO were low. TOI was high but most of visits were old patients. The aim of this study was to identify the influence of marketing mix towards attitude of inpatient room utilisation at PLHC of Semarang work area.

This was an observational study using a survey method and cross-sectional approach. Study population consisted of number of patents in a month (N=40) as average number of patients in a year. As many as 36 patients were selected using table of Krejcie-Morgan. Data were collected using a structured questionnaire. Research variables comprised product, price, place, people, promotion, and attitude of inpatient room utilisation. Data were analysed using methods of univariate, bivariate (Chi Square test), and multivariate analyses (logistic regression test) processed by SPSS program.

The results of this research showed that most of respondents had good assessment towards product (61.1%), price (66.7%), place (55.6%), people (52.8%), and promotion (52.8%). In addition, most of them had positive attitude of utilisation (69.4%). Factors of product ($p=0.010$), price ($p=0.001$), place ($p=0.034$), and people ($p=0.006$) had significant relationship with the attitude of inpatient room utilisation. In contrast, the factor of promotion was not significant ($p=0.191$). Furthermore, factors of price ($\text{Exp (B)} = 30.313$), promotion ($\text{Exp (B)} = 7.972$), and product ($\text{Exp (B)} = 4.430$) jointly influenced the attitude of inpatient room utilisation.

Key Words : marketing mix; attitude of utilization; inpatient room; public lung health centre of Semarang

Bibliography : 1968-2014